

## ORDER



Orders	Order / Rev:	165865
	Alt Order #:	06311056
	Product Desc:	BALDWIN FOR SENATE
	Estimate:	
	Flight Dates:	09/12/12 - 09/17/12
	Original Date / Rev:	09/11/12 / 09/11/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Matthew Norten</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>Shorr Johnson Magnus</b>
	<b>Buying Contact:</b>	<b>Mike D'Ettorre</b>
	<b>Billing Contact:</b>	
		<b>1831 Chestnut St.</b>
		<b>Philadelphia, PA 19103</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/T Baldwin/D/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	27	\$9,200.00	\$7,820.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	27	\$9,200.00	\$7,820.00	0.00
Totals	27	\$9,200.00	\$7,820.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

WDJT-TV-LP	7%	\$9,200.00
Market	100%	\$131,428.57

## Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	37%	\$48,628.57
WITI	33%	\$43,371.43
WMLW-	1%	\$1,314.29
WPXE	0%	\$0.00
WTMJ	22%	\$28,914.29
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	09/12/12	09/14/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p --WTF--	:30	3	\$150.00	P-2	0.00 NM	3	\$450.00
5PM NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3		\$150.00		0.00			
E 2	WDJT	09/17/12	09/17/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
5PM NEWS													

Order / Rev: 165865  
 Alt Order #: 06311056  
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: BALDWIN FOR SENATE  
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/17/12	09/17/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$150.00		0.00			
E 3	WDJT	09/15/12	09/15/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
WHEEL/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1-					1	\$200.00		0.00			
E 4	WDJT	09/12/12	09/14/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$500.00		0.00			
E 5	WDJT	09/17/12	09/17/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$500.00		0.00			
E 6	WDJT	09/12/12	09/14/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$400.00		0.00			
E 7	WDJT	09/17/12	09/17/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$400.00		0.00			
E 8	WDJT	09/12/12	09/14/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--WTF--	:30	6	\$150.00	P-2	0.00	NM	6	\$900.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$150.00		0.00			
E 9	WDJT	09/17/12	09/17/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	2-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	2-----					2	\$150.00		0.00			
E 10	WDJT	09/12/12	09/16/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--WTFSS	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTFSS					5	\$600.00		0.00			
E 11	WDJT	09/17/12	09/17/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$600.00		0.00			
													Totals	27	\$9,200.00